

**Iowa Department of Natural Resources
Natural Resource Commission**

ITEM

5

DECISION

TOPIC

Honey Creek: Agreement with Rathbun Lake Resort, Inc.

The Department requests Commission approval of an agreement between the Iowa DNR and Rathbun Lake Resort, Inc. (RLR) to establish the manner in which funds are collected and spent by RLR, and materials that enhance RLR's fundraising campaign are created and shared by the parties for Honey Creek Resort State Park (Park). The Agreement will also specify how RLR will repay its loan and make additional funds available for the Park through its fundraising efforts.

In July 2006, the Commission approved Rathbun Lake Resort (RLR) to undertake fund raising efforts, which included the use of naming rights as a form of recognition of facilities at the Park. Attached to this item is the policy that was adopted at that time. At the April 2008 Commission meeting, Carol Bradley from RLR provided updated information on the fundraising efforts of their organization and the continued desire to work with the Department in these efforts.

The Department has developed an agreement with RLR that memorializes the relationship between RLR and the Department with respect to fundraising activities underway at the Park. Attached to this agenda item are Exhibits A and B from this agreement, which outline the facilities at Honey Creek Resort State Park that are eligible for sponsorship, the timelines for the sponsorships, and the specifications for recognition signage (the agreement makes clear that these specifications are subject to change with changing decorative motifs that may be used at the Park). These exhibits are outgrowths of the prior policy adopted by the Commission in July 2006.

This agreement has been reviewed and approved by Rathbun Lake Resort, Inc.

Michelle Wilson
Honey Creek Project Manager, Executive Officer
January 8, 2009

Attachments:

- * EXCERPT OF MINUTES FROM JULY 13, 2006: Sponsorship Recognition Policy Adopted by Commission at July 2006 meeting.
- * Exhibits A and B.

EXCERPT OF MINUTES FROM JULY 13, 2006:

HONEY CREEK RESORT STATE PARK

Ken Herring, Administrator, Conservation and Recreation Division, presented the following item.

Approval is requested to acknowledge that Rathbun Lake Resort, Inc. (RLR) is a local, nonprofit advisory committee that has agreed to undertake an enormous local fund raising effort to raise 4.0 million dollars towards the Honey Creek Resort State Park. In this endeavor of raising 4.0 million dollars donations of both cash and in-kind materials will be solicited by RLR. RLR has employed the services of Leslie Kline Lukas & associates (LKL) and have completed a feasibility study for raising funds for the project. The report strongly supports the ability for RLR to reach their goal of 4.0 million dollars, and RLR has agreed to negotiate a contract with LKL to assist in these efforts.

Whereas, the legislature appropriated 3 million dollars for the project contingent upon a local non/state funds of 4.0 million could be raised.

In short, the fundraising effort of RLR to generate 4.0 million dollars holds the key to the 3.0 million appropriated by the legislature. This total of 7.0 million dollars is needed immediately if the project is to stay on the projected timeline.

As these gifts are received they will be recognized by RLR who must set up an account to receive the gifts or handle the pledges which may be received over a longer period of time. RLR has agreed to handle this accountability endeavor. In time, all gifts will be received by the NRC for acceptance and recognition.

Secondly, approval is requested to the use of naming rights as a form of recognition for the following items, all which will be constructed components of the new facilities at the Honey Creek Resort State Park:

- Conference Center Rooms (3)
- Individual Board rooms (3)
- Aquatic Center
- Bridge
- Golf Course Club House
- Activities Center Building
- Restaurant
- Lounge
- Lodge Great Room
- Cabins (27)
- Golf Course
- Trail segments
- Picnic shelters (2)
- Boat Ramp
- Swimming Beach

Observation Tower
Dock Facilities & Playground

NRC Approval of naming these individual features must be consistent with the policy recently adapted for recognition of special fund raising for capital projects (Item II. B, #7 of our Policy which reads: "Entities which donate a significant contribution to a capital improvement project or new development may negotiate with DNR regarding naming rights subject to approval by the NRC." Your approval will allow DNR staff to work with RLR and LKL to negotiate acceptable naming opportunities at specific levels of giving.

Motion was made by Commissioner Francisco to acknowledge that Rathbun Lake Resort, Inc. (RLR) has agreed to undertake a local fund raising effort to raise \$4 million dollars towards the Honey Creek Resort State Park and has employed the services of Leslie Kline Lukas & Associates (LKL), and to approve the use of naming rights as a form of recognition of new facilities at the Honey Creek Resort State Park. Seconded by Commissioner Moore. Motion carried unanimously.

FUNDRAISING AND NAMING RIGHTS APPROVED

Excerpted from Pages 4-6 of the official minutes.

**EXHIBIT A
PRIVATE DONATION RECOGNITION SPECIFICATIONS
HONEY CREEK RESORT STATE PARK**

FACILITY	FUNDING LEVEL	RECOGNITION	SUNSET DATE
Lodge Great Room	\$250,000	--Signage in the form of artwork --Name on recognition wall --Thank you letter & certificate	Perpetuity
Lodge Conference Center	\$200,000	--Naming Rights --Facility sign on posts --Name on recognition wall --Thank you letter & certificate	Perpetuity
Activities Building	\$50,000	--Facility sign w/sponsor name --Name on recognition wall --Thank you letter & certificate	Perpetuity
Golf Course Clubhouse	\$50,000	--Facility sign w/sponsor name --Name on recognition wall --Thank you letter & certificate	Perpetuity
Lodge Conference Center Ballrooms (3)	\$50,000	--Naming Rights --Sign by door --Name on recognition wall --Thank you letter & certificate	20 years
Lodge Conference Center Meeting Room E	\$30,000	--Naming Rights --Sign by door --Name on recognition wall --Thank you letter & certificate	Perpetuity

Dock – Fishing Dock	\$25,000	--Marina sign w/sponsor names for fishing dock and boat slips --Name on recognition wall --Thank you letter & certificate	20 years
Hiking Trail Creek Crossing	\$25,000	--Sponsor sign @crossing on fence --Name on recognition wall --Thank you letter & certificate	20 years
Lodge Conference Center Meeting Room D	\$25,000	--Naming Rights --Sign by door --Name on recognition wall --Thank you letter & certificate	Perpetuity
RV Campground	\$25,000	--Facility sign w/sponsor name --Name on recognition wall --Thank you letter & certificate	20 years
Beach	\$20,000	--Facility sign w/sponsor name --Name on recognition wall --Thank you letter & certificate	20 years
Cabins – 4BR (7)	\$20,000	--Facility sign w/sponsor name --Name on recognition wall --Thank you letter & certificate	20 years
FACILITY	FUNDING LEVEL	RECOGNITION	SUNSET DATE
Cabin – 4BR ADA	\$20,000	--Facility sign w/sponsor name --Name on recognition wall --Thank you letter & certificate	Perpetual
Cabins – 4BR retreat (2)	\$20,000	--Facility sign w/sponsor name --Name on recognition wall --Thank you letter & certificate	20 years
Lodge Conference Center Meeting Room F	\$20,000	--Naming Rights --Sign by door --Name on recognition wall --Thank you letter & certificate	Perpetuity
Great Lawn	\$15,000	--Metal plaque --Name on recognition wall --Thank you letter & certificate	Perpetuity
Boat Ramp and Dock	\$10,000	--Facility sign w/sponsor name --Name on recognition wall --Thank you letter & certificate	Perpetuity
Cabins – 2BR (13)	\$10,000	--Facility sign w/sponsor name --Name on recognition wall --Thank you letter & certificate	10 years 2-Perpetuity
Cabin – 2BR ADA	\$10,000	--Facility sign w/sponsor name --Name on recognition wall --Thank you letter & certificate	10 years
Golf Course Driving Range	\$10,000	--Etched metal plaque w/sponsor name --Name on recognition wall --Thank you letter & certificate	10 years
Golf Course Holes (18)	\$10,000	--Etched metal plaque w/sponsor name --Name of recognition wall --Thank you letter & certificate	10 years 3-Perpetuity

Golf Course Practice Green	\$10,000	--Etched metal plaque w/sponsor name --Name on recognition wall --Thank you letter & certificate	Perpetuity
Interpretive Hiking Trail (4)	\$10,000	--Fiberglass embedded sign w/all sponsor names --Name on recognition wall --Thank you letter & certificate	10 years 2-Perpetuity
Lodge Conference Center Executive Boardroom	\$10,000	--Naming Rights --Sign by door --Name on recognition wall --Thank you letter & certificate	Perpetuity
Lodge Presidential Suites (2)	\$10,000	--Naming Rights --Sign by door --Name on recognition wall --Thank you letter & certificate	20 years
Lodge Water Park Observation Deck Area	\$10,000	--Sign by door --Name on recognition wall --Thank you letter & certificate	20 years

FACILITY	FUNDING LEVEL	RECOGNITION	SUNSET DATE
Picnic Shelter	\$10,000	--Etched metal plaque w/sponsor name --Name on recognition wall --Thank you letter & certificate	10 years
Playground	\$10,000	--Etched metal plaque w/sponsor name --Name on recognition wall --Thank you letter & certificate	10 years
Cabins – 1BR Loft (4)	\$5,000	--Facility sign w/sponsor name --Name on recognition wall --Thank you letter & certificate	7 years 2-Perpetuity
Lodge Business Center	\$5,000	--Sign by area --Name on recognition wall --Thank you letter & certificate	7 years
Lodge Exercise Room	\$5,000	--Sign by door --Name on recognition wall --Thank you letter & certificate	Perpetuity
Lodge Hallway Gathering Areas 2 nd Floor (4)	\$5,000	--Sign by gathering area --Name on recognition wall --Thank you letter & certificate	7 years 2 – 20 years
Lodge Hallway Gathering Areas 3 rd Floor (2)	\$5,000	--Sign by gathering area --Name on recognition wall --Thank you letter & certificate	Perpetuity
Lodge Water Park Activity Pool	\$5,000	--Water Park sign w/all water park items and sponsor names --Name on recognition wall --Thank you letter & certificate	7 years
Lodge Water Park Lazy River	\$5,000	--Water Park sign w/all water park items and sponsor names --Name on recognition wall	7 years

		--Thank you letter & certificate	
Lodge Water Park Pirate Ship/Wading Pool	\$5,000	--Water Park sign w/all water park items and sponsor names --Name on recognition wall --Thank you letter & certificate	7 years
Lodge Water Park Slide Tower	\$5,000	--Water Park sign w/all water park items and sponsor names --Name on recognition wall --Thank you letter & certificate	7 years
Lodge Water Park Video Arcade Room	\$5,000	--Sign by door --Name on recognition wall --Thank you letter & certificate	7 years
Lodge Water Park Whirlpool/Hot Tub	\$5,000	--Water Park sign w/all water park items and sponsor names --Name on recognition wall --Thank you letter & certificate	7 years
Dock – Rental Slips (50)	\$1,000	--Marina sign w/sponsor names for fishing dock and boat slips --Name on recognition wall --Thank you letter & certificate	7 years 3 – 20 years
FACILITY	FUNDING LEVEL	RECOGNITION	SUNSET DATE
Miscellaneous Gifts Received	\$1,000 (minimum)	Name on recognition wall Thank you letter & certificate	Perpetuity

EXHIBIT B
PRIVATE DONATION RECOGNITION SIGNAGE SPECIFICATIONS
HONEY CREEK RESORT STATE PARK

SPONSORED FACILITY: Activity Center

RECOGNITION SIGN: Santera HT General Information Sign, raised copy, border. Bronze sign with gold copy and border

DIMENSIONS: 11.875" x 11.875"

NUMBER OF LINES FOR SPONSOR NAME: 2-3 (3 other lines are for name of activity center)

MAXIMUM # OF CHARACTERS: 18 – approximately per line – No logos

COST: \$100



SPONSORED FACILITY: Clubhouse

RECOGNITION SIGN: Santera HT General Information Sign, raised copy, border. Bronze sign with gold copy and border

DIMENSIONS: 11.875" x 11.875"

NUMBER OF LINES FOR SPONSOR NAME: 3

MAXIMUM # OF CHARACTERS: 18 characters per line -- No sponsor logo

COST: \$100



SPONSORED FACILITY: Cabins 1-28, Boat Ramp, RV Campground, Beach

RECOGNITION SIGN: Dibond sign w/digital image of HCR leaf, cabin name/number and sponsor name--placed on cabin; Dibond sign w/digital image of HCR leaf, "RV Campground" and sponsor name—placed at entrance to campground on post(s)

SIGN DIMENSIONS: Approximately 20" x 24"

NUMBER OF LINES FOR SPONSOR NAME: 1

MAXIMUM # OF CHARACTERS PER LINE: 38-40—approximately ¾" tall – No sponsor logo

COST: \$100 plus cost of post



This is only a sample of the sign. It may not reflect the actual sponsor. Final layout and color may change.

SPONSORED FACILITY: Fishing Dock and 50 Dock Slips

RECOGNITION SIGN: Dibond sign w/digital image of “Marina”, HCR leaf and Sponsor Names (all sponsors will appear on one sign)--placed near marina complex on post(s)

DIMENSIONS: Approximately 24” x 24”

NUMBER OF LINES FOR SPONSOR NAME: 1

MAXIMUM # OF CHARACTERS: Fishing Dock – 28 – approximately ½” tall
Boat Slips – 28 – approximately ¼” tall
No sponsor logos for either

COST: \$130 plus cost of post



The sign background will resemble the same background as the boat ramp/cabin sign.

This is only a sample of the sign. It may not reflect the actual sponsors. Final layout and color may change.

SPONSORED FACILITY: Water Park Sponsors –Activity Pool, Lazy River, Pirate Ship/Wading Pool, Slide Tower

RECOGNITION SIGN: Dibond sign w/digital image of water park logo and all water park sponsor names, placed in water park

DIMENSIONS: Approximately 16” x 24”

NUMBER OF LINES FOR SPONSOR NAME: 1 per sponsor

MAXIMUM # OF CHARACTERS: 28 – approximately ¾” tall – No sponsor logo

COST: \$100



This is only a sample of the sign. It may not reflect the actual sponsors. Final layout and color may change.

SPONSORED FACILITY: Hiking Trail Creek Crossing

RECOGNITION SIGN: Dibond sign w/digital image

DIMENSIONS: 10” x 24”

NUMBER OF LINES FOR SPONSOR NAME: 1

MAXIMUM # OF CHARACTERS: 40, approximately ¾” tall – No sponsor logo

COST: \$55 plus cost of post



This is only a sample of the sign. It may not reflect the actual sponsors. Final layout and color may change.

SPONSORED FACILITY: Golf Course Tee Markers (18); Practice Green, Driving Range, Playground, Picnic Shelter

RECOGNITION SIGN: Metal placard affixed to tee marker (or similar rock) for practice green and driving range; Metal placard affixed to small/medium boulder/rock for the playground and picnic shelter

DIMENSIONS: Approximately 6.75" x 6.75"

NUMBER OF LINES SPONSOR NAME TEXT: 4

MAXIMUM # OF CHARACTERS: Approximately 10 per line – No logos

COST: \$50

\$150* – practice green, driving range, playground, picnic shelter

*includes cost of boulder/rock



This is a sample of the sign. It may not reflect the actual sponsors. Final layout and color may change.

SPONSORED FACILITY: Interpretive Hiking Trail – 4 sponsors

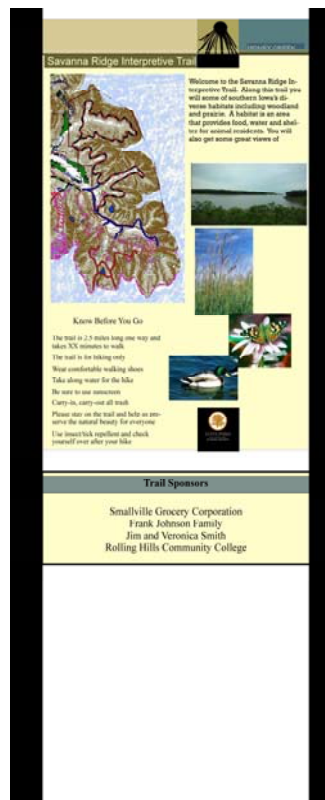
RECOGNITION SIGN: Embedded fiberglass sign which lists all 4 sponsors on one sign—separate sign from trailhead marker—placed directly below trailhead sign

DIMENSIONS: Approximately 8” x 24” (trailhead sign above is approximately 40” tall)

NUMBER OF LINES FOR SPONSOR NAME: 1 per sponsor

MAXIMUM # OF CHARACTERS: 30-35 – approximately ¾” tall – No sponsor logo

COST: \$150 per sign



This is a sample of the sign. It may not reflect the actual sponsors. Final layout and color may change.

SPONSORED FACILITY: Great Lawn

RECOGNITION SIGN: Santera HT General Information Sign, raised copy, border. Bronze sign with gold copy and border

DIMENSIONS: 11.875" x 11.875"

NUMBER OF LINES FOR SPONSOR NAME: 2

MAXIMUM # OF CHARACTERS: 18 characters per line – No logos

COST: \$100 plus cost of post



SPONSORED FACILITY: Ballrooms* – 3; Conference Center Meeting Rooms* – 4 (Meeting Rooms D, E, F, Executive Boardroom); Presidential Suites* (2), Water Park Observation Area, Video Arcade Room, Fitness Center Room, 6 Lodge Gathering Areas—2nd and 3rd floors

RECOGNITION SIGN: Straight edge sign; solid surface w/border, raised optima copy. Sign color is bronze and copy color is gold.

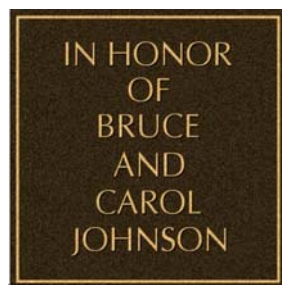
*Room will be named by sponsor, no logos

DIMENSIONS: 7.75" x 7.75"

NUMBER OF LINES FOR SPONSOR NAME: 6 (would also include words “ballroom, room”, “suite” for naming rights of conference room, ballrooms, presidential suites)

MAXIMUM # OF CHARACTERS: 10 characters per line – No logos

COST: \$42



This is only a sample of the sign. It may not reflect the actual sponsor. Final layout and color may change.

SPONSORED FACILITY: Conference Center

RECOGNITION SIGN: Santera HT General Information Sign, raised copy, border. Bronze sign with gold copy and border

Conference Center named by sponsor

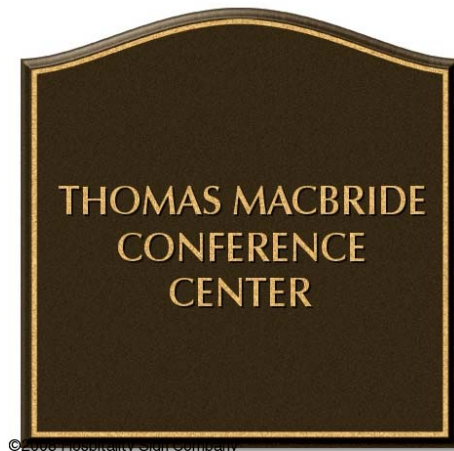
One exterior sign will be posted at each conference center entrance (total of 2 signs)

DIMENSIONS: 11.875" x 11.875"

NUMBER OF LINES FOR SPONSOR NAME: 1-2

MAXIMUM # OF CHARACTERS: 18 characters per line/a – No sponsor logo

COST: \$100 each



This is only a sample of the sign. It may not reflect the actual sponsor. Final layout and color may change.

SPONSORED FACILITY: Great Room

RECOGNITION SIGN: Sponsor recognition in the form of artwork. DNR will work with sponsor to determine final design and location.

DIMENSIONS: n/a

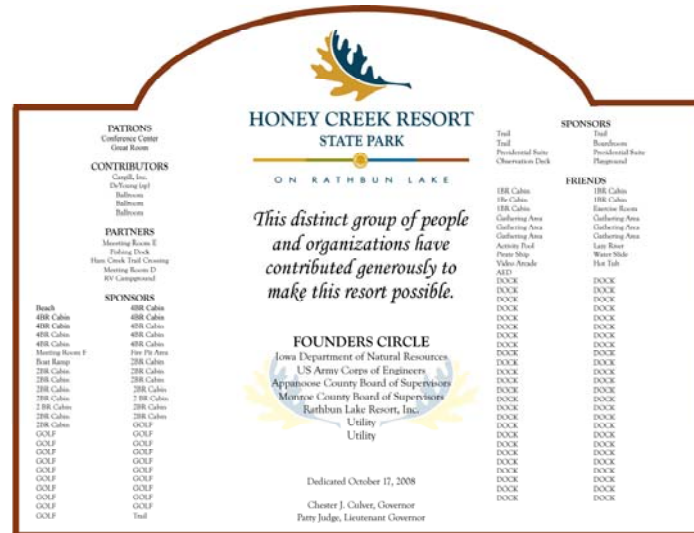
NUMBER OF LINES FOR SPONSOR NAME: n/a

MAXIMUM # OF CHARACTERS: n/a – No sponsor logo

COST: n/a

RECOGNITION WALL

Decorative recognition plaque located in lodge identifying donors/sponsors. Recognition may be a wall plaque or free standing design. The items below are examples of various recognition and do no reflect the final design of the recognition plaque.



Images below are taken from various manufacturers of recognition walls and are being used as decorative examples only.

